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▲
The
Oldest
Nursery
in
America
▲

Stark Tree Talk



▲
The
Largest
in
the
World
▲

Printed for Stark Salesmen—for Their
Customers—for More and Better Orchards

VOLUME FOUR

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NUMBER XIX.

FACTS THAT SELL STARK DELICIOUS TREES —TREES YOU PUSH ARE THE ONES YOU SELL



THE SHORTEST distance to Orchard Profits is Stark Delicious Trees. Dollars and cents are again talking. As these are the most persuasive of all teachers we are mighty apt to listen. The 1915 Apple Lesson is now on the blackboard. The crop has been picked and the prices are posted.

What is the answer?

Very much the same as in 1914, and a great many previous years except—

ONLY A GREAT DEAL MORE SO!

The entire structure of apple values hinges entirely around and on the best apple, the apple that commands the most money and therefore the apple in greatest demand—STARK DELICIOUS.

This is the third of a series of Stark Delicious Selling Talks for Salesmen which will be printed in each issue until the end of the Spring selling season. These are "bang off the bat" canvasses.

When they were announced it was stated that they would "begin at home". Well, they did. And they are still "at home".

We can't possibly get away from home and into every other orchard section of the United States, where Stark Delicious awaits our attention, until we have disposed of the facts that have accumulated at our own door.

When it comes to tackling a hard job—writing the fruiting record and the price record of the Stark Delicious apple for 1915—the man who translated the Bible hasn't a thing on us.

There would be no more use, or sense, in trying to write this record all at one time than there would be in trying to push back the waves of the ocean. Neither will stay "put".

Harry Carroll, who has a young Stark Tree orchard at Clarksville, Mo., within ten miles of this nursery, picked his third crop of Stark Delicious this fall, also third crop of other varieties including Stayman Winesap and York Imperial. He refused to let the Stark Delicious go to the buyer who got his other apples. Instead he boxed and put them in storage for his own use. "These trees," said Mr. Carroll, "not only bore all the apples they could care for, but a much larger crop than any other variety in my orchard. I don't care where they come from, no finer Stark Delicious than mine ever hung on a tree and both are as clean as a hound's tooth. I have more trees to plant. Every one will be Stark Delicious."

Col. Richard Dalton, president of the Missouri State Board of Horticulture, is one of the most successful orchardists in the United States. His large planting is at Saverton, 20 miles north of this nursery. His first planting consisted largely of Jonathan and Willow Twig. For his 1915 crop he got \$2.75 a barrel on the sorting table. Now listen to what he says:

"In my new orchard I am planting largely Stark Delicious". This new orchard will have 8,000 trees, the order for which has been placed with Stark Bro's. His faith in his orchard is well shown by this statement: "I have a big place but before I die I will have every foot of it planted to fruit. When I am gone these orchards will take care of my family."

"IT'S POOR BUSINESS PLANTING SCRUB TREES."

Prominent Indiana Orchardist Plants Stark Trees for Results.

Benjamin W. Douglas of Trevlac, Indiana, manager of the Hickory Hill Orchard Products Company, is a man of broad orchard experience. He knows
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\$900 to \$1,000 An Acre Returned to Missouri Orchard on Stark Delicious

From 11 young Stark Delicious trees B. W. Wessel, Waverly, Mo., gathered 35 barrels of No. 1 apples and an unstated number of "seconds".

The No. 1's sold for \$5.00 a barrel in the orchard. His No. 2's brought more than the "fancy" of other varieties.

This brought a return of more than \$700 an acre for the No. 1 apples only or, between \$900 and \$1,000 an acre for the entire crop.

Or \$175 for 35 barrels of the fancy from 11—one less than 12, a dozen—young Stark Delicious trees.

Do you wonder that Salesman John Dingley, who covers that territory, was so prompt and enthusiastic about getting these facts and figures to us?

They mean MORE and LARGER orders—increased commissions to John Dingley. What Mr. Wessel has done has become known to his neighbors. This is the way prospects are made.

Without PROSPECTS there is no such thing as ORDERS.

Where one dollar is to be made in the orchard by planting common varieties five dollars is to be made by planting STARK DELICIOUS.



Geo. McCormick, Sullivan County, Mo., and His Five-Year-Old Stark Delicious

GEORGE SAYS, "I WISH EVERY TREE IN MY ORCHARD WAS STARK DELICIOUS. THEY'D MAKE ME INDEPENDENTLY RICH IN A HURRY. THEY ARE GREAT BEARERS AND THE APPLES SELL AT YOUR OWN PRICE."

Salesman Wilbur Kelley has built a good strong ad. around this picture and is running the ad. in his local paper. It's pulling hard for Kelley too. This is a good idea for other Stark Salesmen—prove your claims by showing your prospective customers what home grown Stark Delicious are doing. Such an ad. as Salesman Kelley is using is a sledge-hammer sales-fact that is hard to get away from. Shove the enormous profit facts home.

They'll Please You— Push the Big Sizes



Here are the trees you are selling—choice 2-year apple, growing in our famous Marionville, Missouri, nursery on the crest of the Ozarks. Here the soil and climate conditions are most favorable for producing the best apple trees in all the world, straight, stocky—absolutely free from

every indication of injurious diseases. They cost a little more than inferior trees can be bought for, but that's to be expected since they cost a great deal more to grow and handle. The largest size trees should be sold to the small grower; the smaller sizes to commercial plantings.

APPLES! APPLES!

"The American apple crop this season is equal to a wall of apples twelve feet high and eight feet wide extending from New York almost to Chicago. If the apples were placed end to end they would extend more than 300,000 miles or equal to a double track six times around the world. If they were packed in barrels and the barrels placed end to end the top would be more than 6,000 miles above the earth. If the fruit was offered for shipment on a single day the railroads and ocean steamships would be powerless to move it. The study of the apple should be taken up in the schools as it sure would be interesting. In New Hampshire and New York many of the schools are given a holiday so that the children may go into the orchards and study the fruit first hand."

It is a day when the householder should begin to think of putting away a few barrels or boxes (they are cheaper that way) of crisp Grimes Golden, Winesap, Jonathan, Delicious, Rome Beauty, and other varieties to be enjoyed during the cold winter nights when friends and family around the rosy checked apples will open the channels of sociability and take you back in memories of other days.

QUICK FORTUNES.

Grapes Pay Good Profits—Easily Grown—Big Profits Certain.

Full returns from the grape crop in the vicinity of Hollister, on White River, Missouri, shows better than expectations, grapes bringing average price of 20 cents a basket.

A big increase in the acreage to be planted this fall throughout Missouri, Kansas, Illinois, Indiana and other grape growing regions is assured. Grapes are easily grown. They require comparatively little attention. They begin bearing big crops early, and as a quick money-making crop, has few equals. Owing to the big price grapes are bringing on the market we recommend a heavy planting wherever possible. Stark salesmen throughout all grape growing regions should keep in mind the fact that Stark grape vines are grown in the famous Lake Erie region of New York and Pennsylvania, where the soil is peculiarly adapted to grape growing. As a result, our Lake Erie grown grape vines are far superior to the grape vines grown in any other locality, bigger, better, well-rooted and have just the right kind of vigor to afford a successful and satisfactory growth. For large orders we will be glad to make close buyers' prices that will enable you to meet all legitimate competition. Push especially the old stand-bys, Concord, Moore Early, Niagara, Campbell Early, Worden, Hicks—everybody push grape.

EVERYBODY PUSH LOWRY

Lowry is a handsome, bright red apple of fine quality, a regular and heavy bearer, also a good keeper—an all round profitable apple for the Central States, but especially popular throughout the Virginias, where it is better known and more fully appreciated. We offer thousands upon thousands of big, handsome Lowry trees at attractive prices to commercial planters. Write quick for special prices on quantity of 200 trees or more.

See the Difference?

A report says the "pocket district" of Indiana has the largest apple crop it has ever known. "Apples are selling as low as 30 cents a bushel." But the article immediately adds "Choice winter varieties are selling at \$2.75 a barrel." Sure thing. Nobody ever expected cull apples to bring more, but choice apples—well, that's a different story.

STARK DELICIOUS IN VIRGINIA

Down at Staunton, Virginia, lives an attorney by the name of J. A. Alexander, who is as much interested in growing high quality fruit as he is in the practice of law. He is enthusiastic over Stark Delicious, which is now fruiting throughout the Virginias. We quote Mr. Alexander's letter to us dated October 18, '15. "I wish you could see the Stark Delicious apple grown here in Augusta county. Stark Delicious apples are now on exhibition at our apple show here in Staunton. They have better color and better flavor than any Stark Delicious I have ever tasted. They are prettier than those from Oregon, exhibited by you at several different apple shows, which I have attended. It proves to my mind that Stark Delicious is a success here."

THE MILK OF THE COCOANUT.

- merchants everywhere say that business is booming.
- farmers have had two record crops, at big prices, with big demand at home and abroad.
- stocks of manufactured material are short, and labor is in great demand.
- exports largely exceed imports.
- factories are busy, many working overtime.
- more freight cars are needed, and steamers are taxed to capacity.
- people are living better, and spending their money more freely.
- this country has the best money in the world, and more of it than ever before.
- such a combination of favorable circumstances has never occurred before, and probably will never occur again.
- billions of dollars are passing over the merchants' counters.
- people who buy trees and know what they are doing demand Service.
- Stark Trees and Stark Service go hand in hand.

"My trees came in excellent condition, all delivering for cash. You certainly have fine trees."—A. L. Wilkins, Jerico Springs, Mo.

Never before have we seen so much evidence of heavy commercial planting of fruit trees, especially apple, peach and cherry. Thousands upon thousands of new orchards are being planted this fall with many, many more to be put out next spring. Commercial planting will be particularly heavy throughout Nebraska, Iowa, Indiana, Kansas, Ohio and Pennsylvania. In Missouri and Illinois, planting will be heaviest in history. The Virginias and Kentucky, also Oklahoma, are preparing to put out vast orchards in the spring and we were never so well prepared to take care of this special business as we are today. Our supply of trees is the heaviest we have ever produced, the trees are bigger and are sure to please.

Stark Salesmen should be quick to take advantage of their opportunities by going after these large orders. Do not hesitate to write us about large orders you are trying to close. We will be glad to quote special prices that will enable you to close EVERY large order in face of strongest competition.

\$9.40 A BARREL IN
CHICAGO.

Extra fancy Stark Delicious are now selling on the Chicago market for \$3.75 a bushel box in ear lots.

This is at the rate of \$9.40 a barrel.

Of course—and as usual—Stark Delicious is bringing a much higher price than any other apple.

The greatest of all successes for the apple that does best regardless of where it is planted.

OLD TREE HAS BIG CROP.

Putnam county, Indiana, tree, 81 years old.

Mr. George W. Hanna of Greencastle, Indiana, 70 years old, October 15, celebrated the occasion by going out to his farm, nine miles north of Greencastle and gathering fifty bushels of fine Vandiver Pippin apples from a tree that is 81 years old. The tree was planted by Mrs. Hanna's father, in 1834, and is probably the oldest bearing fruit tree in that section of Indiana. This is another very good reason for believing that Putnam county, Indiana is one of the best fruit-growing regions in a great state noted for the high quality of fruit produced every year. Stark Bros are represented in Putnam county by several salesmen, who will no doubt see that the territory, or the entire county for that matter, is thoroughly worked for Spring orders.

IT PAYS TO SPRAY.

William Barrett, attorney of Pratt, Kans., has just harvested an apple crop of something like 3,000 bushels from his 20-acre orchard just out of Pratt, Kans. Heretofore, Mr. Barrett has produced from 300 to 600 bushels of apples of indifferent quality. This year's immense crop is the direct result of the application of scientific methods. Mr. Barrett has taken particular pains the past season to spray the trees and apply those methods the best orchardists observe in the care and growth of their fruit. Every tree that was sprayed showed the result in more than actual returns. A few trees that were overlooked produced inferior fruit or fruit of the same quality that Mr. Barrett has been raising the past few years. Yes, it pays to spray.

"As to Double-Worked Grimes Golden, you are surely doing the right thing. Thousands of Grimes Golden trees in Indiana have been lost from collar rot that might have been doing good work now had the bark been kept from contact with the ground. I advise people in Indiana to plant only Double-Worked Grimes Golden."

JOE A. BURTON,
"Farmers Guide,"
Mitchell, Ind.



A Bunch of Stark Employees Enjoying Noon Hour

Come On Nebraskans! You're in the Limelight

Nebraska is one of the real apple-growing states of the union.

Nebraska does not make as much noise over her apple crop as do some states we could mention, but Nebraska has an apple crop this year of about 3,000,000 bushels of the finest fruit that will go on the market this year. That is more than any of the famed regions of the west will be able to send out. It's high time the farmers and fruit growers of Nebraska waked up to the fact that the wonderfully fertile soil of the state is peculiarly adapted to growing fruit, especially apples. No state in the Union can surpass Nebraska in the quality of her big red apples, no region in America can grow apples more profitably than can Nebraska.

Why is it every Stark salesman in Nebraska is not out pushing the canvass? True, the majority of our Nebraska men are out in the field and they are surely "reaping" orders, but there are a few not reporting at this time—we'll just give you their names. Here they are, count 'em:

Racy A. Riggs	J. W. Snodderley
P. E. Ruffner	Louis Anderson
J. H. Nicodemus	Samuel Mitchell
F. A. Stark	Albert Meyer
E. S. Randall	W. J. Ogle
James B. Srecherd	Fred K. Fulton
O. L. Bantz	J. G. Feather
Milton Cox	S. J. Franklin
R. E. Anderson	Jacob Meyer
Isaac B. Calvin	N. D. Mann
J. E. Adams	Austin Narragan
W. G. Chevront	E. D. Forney
G. O. Arning	A. F. Friesen
Wallace Aman	W. E. Pailing
John Cathedral	Wm. H. Rolfe
W. D. Dean	Max Stephenson
Chas. H. Davis	F. W. Stock
J. M. Daub	Milton T. Glenn
Louie Kulhanek	Lafe Gilland
F. O. Kucera	Chas. E. Glehe
Edw. E. Johnson	R. Rasmussen
A. E. Anderson	W. H. Watson
W. E. Axtell	Carl J. Wisser
J. E. Bixby	C. A. Wilson
F. C. Brown	R. F. Whitney
Wm. McMester	Geo. W. Turner
Hartford Kelley	J. T. Van Cleave
Jas. W. Mallones	T. F. Williams
Wm. H. Larned	Henry B. Taylor
Lewis Kierling	Howard Whalen
W. D. Lanker	Grantz M. Smith
A. N. Arnold	Robert W. Taft
John H. Simon	J. P. Windolph
Walter L. Eavey	A. R. McCannless
H. P. Empe	Nate C. Hall
M. R. Elam	W. O. Gilham
C. W. Hoffman	Geo. W. Giese
G. W. Hilton	R. D. McBeth
H. R. Hardy	Jno. D. McInerney
C. E. Hoevet	W. H. Hurlbert

Here is real selling power, and not a dollar's worth of business turned in by them this season. These Nebraska Stark salesmen could be making more than \$100.00 a month each, if they would follow the example of

our other Nebraska salesmen by pushing the canvass at this time.

Men! Nebraska never offered the Stark salesman such a wonderful opportunity for big, fat commission checks as she is holding out to you today. What more do you want?

What can you gain by a further delay?

A Big Difference.

"Brother, you were the only man in the congregation this morning who did not put something into the col-

lection basket. Why?

"Well, parson, I couldn't do it. I'm too deeply in debt."

"But don't you know that you owe the Lord the most?"

"Yes, I know that, but the Lord ain't pushin' me."

Christmas Prices!

To Help You in the Suit and Overcoat Contest,
20% Discount is Allowed From Regular Salesman's List Price on All Sizes of Two-Year Apple Trees of the Following Varieties;

Stark Delicious	Wealthy
Black Ben	McIntosh
Stark King David	Liveland Raspberry
Stayman Winesap	York
Winesap	Rome Beauty
Double-Life Grimes Golden	Jonathan
Grimes Golden	Yellow Transparent

Stark Brothers will pay the freight as usual, salesman will receive regular selling commission and customers will not have to pay for their trees until after stock has arrived and been examined.

Sell the big, XXX, or Extra Size two-year trees. These handsome trees are as fine as we have ever grown. They are well branched, well rooted, and so big as to look like they are almost "ready to bear"—just the size to please the average buyer. In fact, you could not imagine anyone not being pleased with these fine, two-year, Extra Size Stark Trees. Push them—and reduce the regular price 20% until Christmas.

From now until Christmas you may sell all sizes of two-year apple trees of the varieties mentioned above at prices just 20% less than the prices mentioned in your Salesman's Price List. This is a big discount from the regular prices, and will prove a great help to every Stark Salesman. Remember, the 20% discount from regular prices will be allowed only until Christmas, or during the life of the great suit-overcoat contest.

**All Stark Salesmen Are Urged to Write us QUICK
For Special Order Clinching Prices
For Large Orders**

OUR CHRISTMAS GIFTS TO YOU



Here! Slip Into This New Suit. Or Maybe You Would Rather Win a Handsome Overcoat—You May Have Your Choice.

A Christmas Contest in Which Every Man Has Absolutely the Same Chance of Winning a Suit of Clothes or an Overcoat.

These gifts are open to All Salesmen. The New Man has just as good a chance as the Old Man. Territory gives no man an advantage over another. This is true because the total amount of orders sold during the life of the Contest—Nov. 1st to Christmas Eve, Dec. 24th—will not decide who wins. You can turn in a perfect score—a Winning Score—even though other Salesmen sell Larger orders than you do. In other words, the Greatest amount of sales in dollars and cents will not necessarily “bring home the bacon”. The winners will be men who report regularly and who get a lot of orders amounting to \$2.00 or more each. This is positively the fairest race we have ever announced. These Christmas Suits and Overcoats are within reach of every Stark Salesman.

Contest Begins Nov. 1st — Ends Dec. 24th

Say, Men, this Contest is a corker! It is a New Idea, something different from anything we have ever done. You will like it. You will work for it. You can't help it. In order that you may keep track of your own score and know just where you stand we will send you, after receiving your reports, a coupon showing the number of points you have been credited with. This will not only bring out the largest field of men who ever went after a premium but will establish what we all know to be a fact—Orders will pile up as they never have before because selling conditions are the best ever. No better time of the year could have been selected for this Christmas Contest. The ideal time of the year to be out, The salesmen who get up steam in the fall by selling orders for this fall will pull down the largest checks the following spring.

Christmas Gifts

First—\$30 Suit or Overcoat

Second—\$25 Suit or Overcoat

Third—\$20 Suit or Overcoat

How the Points Will Be Counted

Five (5) Points for every good order of \$2.00 or more.
Ten (10) Points for every report. No additional Points will be allowed on more than one (1) report each week.
Ten (10) Points extra allowed if more than ten (10) orders of \$2.00 each or more are sent in at one time.
Now let us show you exactly how this contest works so you will see it—so there will be no misunderstanding.
For the first week of the contest, the week of Nov. 1st to 5th, say you send a report accompanied by 10 orders, all \$2.00 or more each, we

will send you a credit coupon for the following points.

50 Points—5 Points for each of the 10 orders of \$2.00 or more.
10 Points for the report itself.
10 Points extra for having sent in 10 orders at one time.
70 Total points.

Note that the size of the orders cuts no figure whatever, just so they are \$2.00 or more, but of course there's regular commission on a big order.

Now, let us suppose you sell 5 orders of \$2.00 or more each during one week. Say for instance you sell five orders—

25 Points—5 Points for each order of \$2.00 or more.
10 Points for sending report blank with the orders.
35 Total Points.

Overcoat Or Suit—Which?

The winners are to choose what they want—a suit or an overcoat. The garments will be the best standard make. None better to be had. They will be made to the winners' measure.

If you win, you will be proud to wear these “duds.” We'll dress you up for Christmas.

All Orders for Fall '15 and Spring '16 Will Count in This Contest

Stark Bro's--Louisiana, Mo.